

## ORDER



**Orders**  
**Order / Rev:** 714507  
**Alt Order #:** 06320810  
**Product Desc:** FRIENDS OF C MACK  
**Estimate:** 483  
**Flight Dates:** 09/19/12 - 09/24/12  
**Original Date / Rev:** 09/18/12 / 09/18/12  
**Order Type:** Core

## WJXX-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** McLaughlin & Associates/ POL  
**Buying Contact:**  
**Billing Contact:**  
 566 South Route 303  
 Blauvelt, NY 10913

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** NRSC/Mack/Senate  
**Demographic:** A25-54  
**Product Codes:** IS-Candidate/US Senate  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	3	\$675.00	\$573.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	3	\$675.00	\$573.75	0.00
<b>Totals</b>	<b>3</b>	<b>\$675.00</b>	<b>\$573.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WJXX-TV	4%	\$675.00
Market	100%	\$16,875.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	48%	\$8,100.00
WTEV	29%	\$4,893.75
WTLV	19%	\$3,206.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WJXX	09/24/12	09/24/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	M-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	M-----		1		\$225.00		0.00					
E 2	WJXX	09/19/12	09/20/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	--WT---	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	--WT---		2		\$225.00		0.00					
													<b>Totals</b>	<b>3</b>	<b>\$675.00</b>